Alex Yun Park
UX Designer

UX Design • UI Design • User Advocate

New York NY

aybp323@gmail.com

425-615-9189

I use data-led design decisions, iterating thoughtfully to deliver meaningful, accessible, mobile-first experiences.

Experience

Aug 2022 - Present   **UX/CX Site Manager,** Samsung Electronics America

Led the Monitors and Displays category as a UX/CX Site Manager, overseeing all go-to-market (GTM) activities across the site. Collaborated cross-functionally with product managers, engineers and researchers to deliver exceptional customer experience journeys (CEJ), while optimizing key performance indicators (KPIs) such as conversion rates and revenue growth.

June 2021 - July 2022   **Digital UX/UI Designer,** Snaplistings

As the lead designer, I developed essential production designs tailored to client needs and informed by consumer research data. Managed the design process by creating user flows and personas, building prototypes, and conducting testing to address challenges. Contributed to the Ori project, a robotic furniture company, which resulted in exceeding occupancy expectations by 50%.

Dec 2020 - May 2021   **Website Administrator,** Books of Wonder

Owned the end-to-end website experience, driving nearly $500K in revenue in 2020 by implementing UX best practices across code updates, feature development, product launches, and content creation while maintaining strong brand alignment.

Dec 2019 - Nov 2020   **UX/UI Designer,** Figure POS

Collaborated cross-functionally with UX teams and engineers to deliver user-centered design solutions through agile iteration and rapid prototyping, leading the successful launch of a new iOS software interface within four months.

Certification

Immersive UX Design
Relevant Coursework: UI Design
CareerFoundry
June 2019

Front-end Web Development
General Assembly NYC
Nov 2018

Skills | ## Tools

Skills	Tools
User Research	Figma
Competitive-Analysis	Sketch
	Adobe XD
Agile Design	Zeplin
Prototyping	Framer
Web Design	Invision
Visual Design	Tiled
User Stories	Illustrator
Wireframing	Photoshop
Agile Design	Premiere Pro
Usability Testing	After Effects
User Workflow	Mouseflow
HTML	Confluence
CSS	Jira
Korean	Tableau